

Wood Window Poles.

100 sets Wood Window Poles, 4½ feet, Mahogany and Oak,

40c. per set.

Extension Rods!

Just a few left which we are clearing at old prices, 10c. to 22c. each.

Corduroy Velvets!

We have still a few ends in colors Saxe, Card, Mole, Brown, White, Navy, Myrtle, still selling at old prices.

Cretonnes!

30 pieces Fancy Cretonnes, very pretty patterns. Just the thing for Dark Curtains for winter.

From 22c. to 45c. yard.

The Policy of this Store

is to handle the very best of qualities at the very lowest prices. This will be found especially noticeable in the present offerings. Owing to present upward trend of markets many lines now offered will be unobtainable later on at anything like prices now quoted.

LADIES' FELT HATS---Untrimmed!

25 doz. LADIES' UNTRIMMED FELT HATS, in colors Saxe, Brown, Navy, Black, Reseda. We are clearing this lot at greatly reduced prices. Now is the time to get a nice Hat for a small outlay.

LADIES' FLEECE LINED UNDERWEAR!

A Job Lot of 50 doz. VESTS and PANTS. Exceptionally good value, 35c. per garment.

Marshall Bros

Ladies' Grey Coats!

30 only Ladies' Grey Coats, military style; heavy material for winter wear. The greatest value on the market. Value for \$12.00.

Now \$7.50.

Dress Remnants!

We have still a few ends left, come and get a bargain before they are all gone. Tweed, Meltons, etc., at greatly reduced prices.

Boys' All Wool Jerseys!

120 doz. in Saxe, Myrtle, Navy, Card, Brown; sizes 16 to 32. Old prices, 85c. to \$1.60.

Men's New Knit Underwear!

Although Wool has greatly advanced, come and get the best Wool garment in the city

AT OLD PRICES.

Live Folks and Dead Folks.

By RUTH CAMERON.



It is Stevenson, isn't it, who felicitously speaks of people whose entrance into a room makes one feel as if another room had been lighted?

There are also people who sometimes come into my life who make me feel as if a window had been opened, letting in lots of fresh air and give me a clearer and better outlook on the world.

That's what I mean by "live folks."

People Who Chloroform The Spirit Of Conversation.

And the people who never have that effect, who make the atmosphere a little stiffer than it already is, who chloroform the spirit of conversation by their presence, whose departure gives one the sense of a weight lifted, I call the dead folks.

All Gail is divided into three parts. All people are divided into three divisions, live folks, dead folks and the folks between.

Most of us, of course, belong to the latter class.

My shampooist came to see me the other morning. One of my house-mates came into the room during the shampooing. In three minutes we were engaged in an animated conversation. Now this housemate had been in a low state of mind, and had depressed us all by his lack-luster manner the last few days. Before the conversation was over he became another man.

"You Are A Vitalizing Person."

"Well, Miss Wheeler," he said, "you certainly are a vitalizing person."

And that is just what she is.

And that also is why she soon be-

comes a welcomed friend in every family which she first enters as the shampoo lady.

Everybody loves the live folks; everybody is galvanized by them into the world more interesting after contact with them.

Whether one can raise one's self from the neutral class to the class of live folks is a question which naturally presents itself.

It's difficult to answer, isn't it?

What Makes Live People Live?

In the first place it is so hard to tell what makes live people live.

It isn't physical vitality. I have known people in perfect health who were as dead as doornails, as far as any vitalizing influence on others was concerned.

And it isn't mere sprightliness of manner; that's the base counterfeit of real aliveness.

Now you all have live folks and dead folks in your circle of acquaintance.

So maybe somebody can help me find out what this elusive quality is, and whether it can be cultivated or is just a gift.

BE READY for the cold weather. Get in your supply of Fuel. GAS COKE is an excellent substitute for hard coal. We have COKE of best quality, made from Pennsylvania Coal, which we are selling at \$8.50 per ton at the Gas Works, or \$9.20 per ton sent home. Send in your order now. ST. JOHN'S GAS LIGHT COMPANY.

Everyday Etiquette.

"When leaving a carriage should the man or woman precede?" asked Joe. "The man should alight and assist the woman," retorted his father.

Here Again.

Queen Laundry Soap!

350 cases QUEEN LAUNDRY SOAP Packed

200 bars 2c. size to box. 150 bars 3c. size to box.

Special wholesale prices to shopkeepers.

Soper & Moore,

Jobbers and Wholesale Grocers.

The Somme and Verdun

(Boston Transcript.)

The German attempt to minimize the Allied successes on the Somme does not harmonize very well with the peasants of reaping that were sent up by the German Emperor and people when the Crown Prince captured the outworks at Verdun. The whole nation uttered a great cry of rejoicing then, and prepared themselves to shout "On to Paris!" If the Germans capture of Douaumont and Vaux was a great German victory, the French recapture of the same places is a great German defeat, and the Allied advances on the Somme are equally a great victory for the Allies.

As a matter of fact the Allied successes at Comblès, Thiepval and elsewhere on the Somme are of much more importance than the German gains before Verdun early in the year, for three reasons. The first and most important reason is that Thiepval and Comblès represented a main and vital line of defence, upon the maintenance of which the hopes of the German campaign were staked. It was here that they had constructed their deepest dugouts and established themselves to stay. This was not truly the case at Verdun. The French had no vital thing staked on the outer forts of Verdun, or even on Verdun itself. Their line would have been shortened and in certain tactical senses bettered by a withdrawal from Verdun to the next line. But they held Verdun for all that for sentimental reasons. The Crown Prince could not get it. The French did better than their need called on them to do. But at Comblès and Thiepval the Germans lost the thing which they needed.

The second reason why the loss of the German first line of defences on the Somme is more serious than the French loss of the outer works at Verdun is that the Allied success was obtained by a new use of offensive means—by new artillery, by a new and intensive employment of it, and by a new disposition of a new army

of men. For all of this the Germans have not shown themselves to be prepared. The Verdun fighting was on the old lines, and according to a system by which either side might make certain gains by paying enough for them in men and munitions. It was in reality a system of sanguinary exchanges. What was lost this month might be regained next month. We may say that the recapture of Douaumont and of Vaux was conducted very much on this plan of give and take. But the Allied advance on the Somme has been conducted on another plan, and no return wave on the part of the Germans appears to be possible. The swapping seems to be over. It is an apparent demonstration of superiority in material and in reserves on the part of the British and French; and if that superiority is maintained, the tide must turn permanently against the Germans.

Again, the Allied successes both on the Somme and in front of Verdun have the effect to lengthen the Germans' line and complicate their defence, whereas even if the French had been driven out of Verdun their line would have been shortened and their defence simplified. The Allies are apparently driving a series of wedges into the German defences, and zig-zagging their line. The result, in the long run, must be unfavorable, and

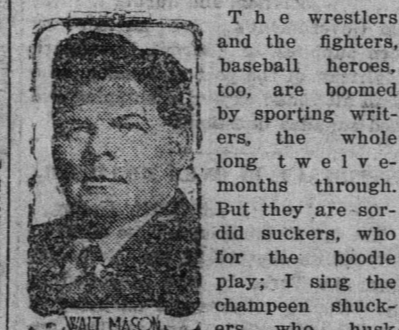
must prove that the Allies have obtained a serious advantage.

The Germans, in belittling the Allies' Somme advances, are but whistling to keep up their courage.

The Real Friend in a Large Bottle.

The greatest friend to sick people is the one that helps them toward health. But nearly every human friend had heretofore suggested a different means of regaining lost health due to nervousness, overwork, debility and worry. Now there are dozens of friends right here in your own town who will agree that the best friend to their health is Zestol—the health tonic. This already famous remedy for "nerves" and their consequent ailments is a combination of glycerophosphates—the actual elements of the human body—with Cod Liver Oil and delicious tonic wine. A short two weeks of faithful trial will put you fair and square upon the path of bounding health. We know this so absolutely that if you cannot report real progress at the end of that time we will refund the purchase price. You who suffer and suffer and suffer should not delay beyond to-day. Sold by T. McMurdo & Co., Sole Distributing Agents for Newfoundland.

FARM CHAMPIONS.



The wrestlers and the fighters, baseball heroes, too, are boomed by sporting writers, the whole long twelve months through. But they are so-called suckers, who for the boodle play; I sing the champion suckers, who hunk four loads a day! When corn is ripe and yellow, and keen the autumn air, the active farmer fellow goes forth to husk his share. If he shucks bushels eighty, between the dawn and dusk, he's made a record weighty, and he can surely husk. His fame goes down to zero, and he must bow before the shining cornfield hero with forty bushels more! I've seen the champion shucker, who won a township fame, in his best bib and tucker, enjoying men's acclaim. He has no use for medals, no loving cups he needs, and he puts on soft pedals when talking of his deeds. No sporting scribe indorses, and no promoter knows this gent who drives his horses down the long corn rows, and beats the rival shuckers because he likes to win—they boost the prize ring muckers, who reek of dope and gin.

YOUR BOYS AND GIRLS.

Before her baby comes the expectant mother should be sure to cultivate serenity, happiness and contentment, reading books and other writings conducive to contentment. Next, she should pay attention to her bodily comfort. She should live in the open air as much as possible; she should take a nap every afternoon and sleep nine or ten hours each night; she may do any work or take any exercise that does not strain or jar her, but she should guard against stooping and reaching. She should keep her system in healthy, active condition by drinking much water and eating good ripe fruit. She should eat plentifully of green vegetables. She should bathe daily in warm, not hot water, preferably at night, for the bath is relaxing and quieting.

T. J. Edens

By S. S. Sable I:
20 boxes P. E. I. Butter, 2 lb.
100 bags Black Oats.
50 bags White Oats.
PARSNIPS, CARROTS, BEETS.

By S. S. Tabasco:
30 kegs GRAPES.
20 cases ONIONS.
10 cases LEMONS.
ENGLISH-CHEESEDAIRY CHEESE.

By S. S. Durango:
300 bris. APPLES—Kings, Wagners, Baldwins.
20 boxes FINNAX HADDIES.

NUPAK PRUNES.

Nupak Prunes are not ordinary "Prunes," but are thoroughly cooked and packed solid in the can without syrup. Sterilized and hygienic can, contains 1 lb. 12 oz. The can is very little over that of ordinary loose prunes.

FAMILY MEAT PORK.
PORKS' JOWLS.
PORK LOINS.
NEW YORK CORNED BEEF.
FRESH RABBITS
by rail to-day.

T. J. EDENS.

Duckworth Street and Military Road.

A REQUEST From the Trenches.

Numbers of letters from those of our boys fighting in France contain the request that a small quantity of good tea be sent them for their private supply.

In the dreary watches of the night, or as a "mug-up" between meals, there is nothing so invigorating as a cup of good strong tea—especially when made from



Why not include a package in your boy's Christmas parcel?

What Ever You Do



Wear The White House Shoe.

White House Shoes for Ladies and Gentlemen. White House Shoes are sold to the Nation and worn by Creation.

White House Shoes for \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50 and \$8.00.

NEW STYLES NOW IN.

F. SMALLWOOD,

THE HOME OF GOOD SHOES.

The "Evening Telegram" is read by over 40,000 People daily.

War

Messages Previous

GERMAN ATT

South of the the Germans to of Berny was re fire and grenade nonade occurred front. On the sta one of our seria 37 shells on an at Gelancourt-O Aisne. Twenty-British Maritime out on Nov. 17 at the electricity pl shops at Ostend. bombs many of objectives. Anothe carried out by s and Zeebrugge. turned.

SERBIAN

SALONIKA, vi

An official from headquarters to o'clock Friday, p carried Hill 1212, sault. The enemy pletely and fled der. He left behin a large number rifles, an enormou munition and othe one place we cap hand grenades.

ROMANIAN

BUCU

Roumanian force Dragaslavel, on front, yesterday m 84 prisoners, cap two machine guns waggons, says an Roumanian war off

SHIPPING M

HA

Howard Bligh, sh for many years, di

BRITISH

British Headqua

sued to-night: To weather, we advance and south of the gained was chiefly of the river, where outskirts of Grand operations to-day reported as having our collecting sta there was much fight one protracted com our machines and e one hostile machine and the rest dispa encounters seven were driven down d ours are missing.

IN NORTHER

LO

The situation is British official issue military operation France. Weather co

ON THE TRANSV

Roumanian force

vanian front yester sive against Austro-Tirgujiulj Valley at ies of heights, accor bulletin issued to-da war department. In Valleys strong Teu statement adds, push manians for a sho ward.

MONASTIR REPO

The French repor

the Serbian town of German-Bulgar force official issued this French war departm the statement follow the East—On Nov. great activity by a

Throbbing, Neur

This Wonderful Cu

Never F

RUB ON NEU

Neuralgia quickly may, ten times cured. pains grow into big line" in ten minutes the worst ones. Even tion will remove the that causes the pain.

Nerviline penetrates sore tissue, reaches inflammation, drives it branch. Every drop potent in pain-subdu